



LEO BURNETT U.S.A.

"A member of the Leo Burnett Worldwide Group"

Ad No. 1384 Piece 1—Rio Grande Crossing (B—Box, No. 3914)—Page 43—4.5/11 x 11 1/2"—National Magazine, 1974 18
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**Come to where the flavor is.
Come to Marlboro Country.**



**Marlboro Red or Longhorn 100's—
you get a lot in 10's.**

14 mg. "tar," 1.1 mg. nicotine av. per cigarette, FTC Report May 73.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



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